

FILE

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Ruth Finley, Publisher / issued weekly

September 21, 1964

1964

JANUARY	FEBRUARY	MARCH	APRIL
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 18, 1964</u>			
Sept. 17	STERN'S RELEASE DATE--Fashion Imports. (Preview, Sept. 11)		
Sept. 17	MACY'S RELEASE DATE--British fashions by Caroline Charles. (Preview Sept. 15)		
Thursday Sept. 17 9:00 A.M. Coffee	PRESS PREVIEW: RESORT AND CRUISE COLLECTION "Wardrobe Collection," designed by Nilo. By invitation. <u>Buyers' show--</u> Thursday, Sept. 24. Publicity: Jan M. Taylor, TR. 9-8965.	DIANA THOMAS, LTD. (FORMERLY NILO, LTD.)	512 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Sept. 17 10:30 A.M. Coffee	PREVIEW: FALL COUTURE IMPORT COLLECTION Press preview of imports and reproductions. By invitation. (For Release, Fri., Sept. 18.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Thursday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS BY JEAN LOUIS Tickets: \$12.50; contact: Young Citizens for Johnson Headquarters, Governor Clinton Hotel, BR. 9-0077. Publ.: Phyllis Kay, JU. 2-2224.	YOUNG CITIZENS FOR JOHNSON	DELMONICO HOTEL GRAND BALLROOM
Thursday Sept. 17 12:30 P.M. Luncheon	PRESS PREVIEW: BRITISH COUTURE COLLECTION Preview of British couture collection at Bergdorf Goodman, with a special collection of shoes designed by Rayne of London for Delman. By invitation only. (For Release, Mon., Sept. 21.) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	GOODMAN PENTHOUSE
Thursday Sept. 17 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS "Red Carpet Collection" for Fall by Anne Fogarty, available at Lord & Taylor. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.	ANNE FOGARTY (550 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 17 1:00 P.M.	HOLIDAY-EARLY SPRING COLLECTION A formal showing of the Holiday-early Spring collection by Mr. Mort. Continuous informal showings thereafter. Contact: Jean Urban, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Sept. 17 2:00 P.M.	RESORT AND EARLY SPRING COATS Opening of Resort and early Spring collection of coats by Originala at 2:00 P.M. Contact: Mrs. Jaye Lo Pinto, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Thursday Sept. 17 4:00 P.M. Cocktails	PREVIEW: RESORT AND HOLIDAY FASHIONS Preview of Holiday and Resort fashions. By invitation. Continuous beginning Sept. 22. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 17	COLE OF CALIFORNIA SWIMSUIT SHOW FOR RESIDENT BUYERS AT 4:00--1407 B'WAY.		
Thursday Sept. 17	OPENING: HOLIDAY SPORTSWEAR COLLECTION	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Robert Sloan will present his Holiday collection of dressy separates and at-home clothes designed by Sylvia de Gay. Continuous daily informal showings. Publicity: Margaret Hodge, LT. 1-3260.		
Thursday Sept. 17- Sept. 25	INFORMAL SHOWINGS: RESORT AND SUMMER	COLE OF CALIFORNIA	1407 BROADWAY SUITE 602
	Misses and junior swimwear and sportswear. <u>Resident buyers, Thurs.,</u> <u>Sept. 17 at 4:00 P.M.</u> By appointment. Contact: BR. 9-2886.		
Sept. 18	W & J SLOANE'S RELEASE DATE--House of Years (Preview, Sept. 15)		
Friday Sept. 18 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
	"The European Import Collections"--original models from France, Italy, Spain, and England for Fall, 1964. Report and commentary by: Nancy White, editor--"Harper's Bazaar"; Gwen Randolph, fashion director--"Harper's Bazaar." Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon-- \$10.00, members; \$20.00, guests. Contact: CI. 7-3940.		
Friday Sept. 18 9:30 A.M. Breakfast	PRESS PREVIEW: LONDON TOWN HOUSE ROOMS	B. ALTMAN & CO.	7TH FLOOR
	Model rooms, featuring the London town house look. By invitation. (For Release, Mon., Sept. 21.) Publicity: Kay Robinson, OR. 9-7800, Ext. 412.		
Friday Sept. 18 10:30 A.M.	PREVIEW FOR RESIDENT BUYERS	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Special preview for resident buyers of cocktail and evening fashions, designed by George Nardiello. By invitation. Continuous beginning Mon., Sept. 21. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 21, 1964</u>			
Sept. 21	BERGDOFF GOODMAN RELEASE DATE--British Couture Collection. (Preview Sept. 17)		
Sept. 21	ALTMAN RELEASE DATE--London Town House Rooms. (Preview Sept. 18--See Above)		
Sept. 21	BONWIT TELLER RELEASE DATE--Fur collection. (No Press Show)		
Monday Sept. 21 10:00 A.M. Breakfast	"NATIONAL SWEATER QUEEN CONTEST"	NAT'L KNITTED OUTERWEAR ASSN. (386 PK.AVE.SO.)	WALDORF-ASTORIA PILLEMONT SUITE
	Selection of National Sweater Queen and Junior Sweater Queen, in conjunc- tion with the <u>National Sweater Week (Sept. 21-27)</u> . By invitation. Publicity: Edward A. Brandwein, MU. 3-7520.		

Monday	OPENING: RESORT AND	LEONARD ARKIN;	550 SEVENTH AVENUE
Sept. 21	HOLIDAY COLLECTION	ANDREW ARKIN	SHOWROOM - 6TH FLOOR
10:30 A.M.	Showings Sept. 21 and Sept. 23 at 10:30. Contact: Judy Farr, WI. 7-5324.		
Monday	PRESS PREVIEW OF	MAINBOCHER	609 FIFTH AVENUE
Sept. 21	CUSTOM-ORDER FASHIONS		SALON - 8TH FLOOR
11:00 A.M.	Mainbocher will present his Fall custom-order fashions. By invitation. (For Release, Tues., Sept. 22.) Publ.: Eleanor Lambert, MU. 8-2130.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 21 12:00 Noon	OPENING: HOLIDAY AND RESORT COLLECTION Showing at 12:00 Noon.	MORT SCHRADER Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday Sept. 21 2:00 P.M.	HOLIDAY AND RESORT MISSES COLLECTION Showing of Holiday and Resort collection. Contact:	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR LO. 5-2626.
Monday Sept. 21 2:15 P.M.	RESORT AND TRAVEL COLLECTION Paul Parnes' Resort and Travel collection, designed by Earl Luick and Fernando Bosc, Sept. 21, 29, Oct. 6 at 2:15 P.M. Contact: CH. 4-4600.	PAUL PARNE'S CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Sept. 21 2:30 P.M.	OPENING OF RESORT COLLECTION Showing of Young Elegante, Sept. 21 and Sept. 28 at 2:30. Contact: CH. 4-1872.	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Sept. 21 3:00 P.M.	CUSTOMER SHOWINGS: READY-TO-WEAR Showings of "Made-in-Europe" ready-to-wear fashions. Open to public. (Note Change of Date.) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	2ND FLOOR LITTLE SHOP
Monday Sept. 21 3:30 P.M. Cocktails	OPENING: RESORT AND ADVANCE SPRING Showing for buyers of Resort and advance Spring collection. Also, Wed., Sept. 23 at 1:00 P.M. By invitation. Continuous thereafter. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Sept. 21 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Showing in N.Y. store at 5:45. In Newark, Wed., Sept. 23 at 12:45. In Westbury, Thurs., Sept. 24 at 12:45. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Beginning Monday Sept. 21	OPENING: CRUISE AND SOUTHERN COLLECTION Informal showings of Vera Maxwell's select group of Cruise and Southern wear. Contact: Harold Queler, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday Sept. 21	OPENING: HOLIDAY AND RESORT COLLECTION Informal showings of Holiday and Resort collection. Contact: CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Sept. 21	HOLIDAY, RESORT, ADVANCE SPRING Informal showing. Contact: LA. 4-0162.	IRA RENTNER	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday Sept. 21- Oct. 2	INFORMAL SHOWINGS OF SWIMWEAR FASHIONS Showings at 9:30 A.M. and 2:00 P.M., daily by appointment. Contact: Virginia Dickson, PE. 6-6274.	ROSE MARIE REID	1407 BROADWAY SHOWROOM - 14TH FLOOR
Tuesday Sept. 22 9:30 A.M.	OPENING OF EARLY SPRING COLLECTION Also Sept. 24 and 30 at 9:30. By reservation. Contact: WI. 7-4551.	TIFFEAU & BUSCH LTD.	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 22 10:00 A.M.	OPENING OF HOLIDAY AND RESORT COLLECTION Helena Barbieri's collection of Holiday and Resort fashions. By reservation. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 22 10:30 A.M.	RESORT & ADVANCE SPRING COLLECTION Coats and suits for Resort and advance Spring at 10:30 A.M. Thereafter by appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Sept. 22 10:30 A.M.	RESORT AND HOLIDAY COLLECTION Daily except Monday at 10:30. By appointment. Contact: LO. 3-5600.	PATTULLO- JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Sept. 22 11:00 A.M.	HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection, designed by Anthony L. Muto. Contact: Peter Kallish, LO. 5-2626.	ARKAY, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 22 11:30 A.M.	HOLIDAY AND RESORT COLLECTION Showings Sept. 22 and Sept. 24 at 11:30. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Sept. 22 12:00 Noon	OPENING OF RESORT COLLECTION Two showings, Sept. 22 and 29 at 12:00 Noon. By invitation. Contact: Ruth McLaughlin or Mr. Revell, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 22 12:30 P.M. Luncheon	PREVIEW: REVILLON FUR FASHIONS Press showing of Revillon furs. By invitation. (Note Change of Date.) (For Release, Wed., Sept. 23.) Publ.: Helen O'Hagan, PL. 3-4000.	REVILLON AT SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 22 1:00 P.M.	SHOWING OF HOLIDAY- RESORT COLLECTION Also, Sept. 29 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Sept. 22 2:30 P.M.	OPENING OF RESORT COLLECTION Showings Sept. 22, Oct. 1, 7 at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Sept. 22 2:30 P.M.	OPENING OF RESORT COLLECTION Showings Sept. 22 and Sept. 29 at 2:30. Contact: CH. 4-1872.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Sept. 22 2:30 P.M.	PRESS PREVIEW: FALL AND WINTER FURS Presentation of Ben Kahn's Fall and Winter fur fashions. By invitation. (For Release, Thurs., Sept. 24.) Publicity: McGeehan & O'Connor, 667 Madison Ave., PL. 9-8150.	BEN KAHN FURS	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday Sept. 22 3:00 P.M.	OPENING: HOLIDAY- RESORT COLLECTION Showings Sept. 22, 23, 24 at 3:00. By reservation. Contact: LO. 4-9115.	ANNE FOGARTY, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 22 4:00 P.M.	HOLIDAY AND RESORT COLLECTION Showing at 4:00, Sept. 22 and 29. By appointment.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR Contact: PE. 6-5547.
Tuesday Sept. 22 5:00 P.M.- 7:00 P.M.	"JEWELS AS A MODERN ART" Presentation of connoisseur collection by Marianne Ostier. Press reception by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7874.	MARIANNE OSTIER	OSTIER JEWELERS 5 EAST 57TH STREET
Tuesday Sept. 22 6:15 P.M.	PRESS PREVIEW OF EUROPEAN IMPORTS Annual presentation of European imports throughout the store. By invitation. (For Release, Wed., Sept. 23.) Publ.: Louise Langdon, PL. 2-1212.	BLOOMINGDALE'S	THROUGHOUT STORE
Tuesday Sept. 22 6:30 P.M.- 9:00 P.M.	FIRST SESSION OF FASHION CAREER COURSE Subject: "Ready-to-Wear." Speakers: Anne Fogarty--Anne Fogarty, Inc.; Vincent Monte-Sano--Monte-Sano & Fruzan; Monika Tilley--White Stag Mfg. Co. Price for course (10 lectures): \$20.00. Individual sessions: \$2.75. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Beginning Tuesday Sept. 22	HOLIDAY AND EARLY SPRING COLLECTION Informal daily showings.	ARTHUR COLE DESIGNED BY OLE BORDEN Contact: Jerry Zucker, OX. 5-4760.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 22	HOLIDAY AND RESORT JUNIOR COLLECTION Continuous showings of daytime and late-day junior fashions, designed by Frances Prisco. Contact: LO. 4-9311.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday Sept. 23 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Georges Kaplan's press preview of Fall and Winter fur fashions, designed by Jacques Kaplan, introducing "Great Mink Revolution." By invitation. Showing promptly at 10:00 A.M. (For Release, Thurs., Sept. 24.) Contact: Miss Gudrun Hoerig, CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Wednesday Sept. 23 9:30 A.M.- 11:00 A.M. Breakfast	ANTIQUE REPRODUCTIONS & FURNITURE DESIGNS Press breakfast to introduce the new di Lucca line of antique reproductions and furniture designs. By invitation. Publicity: Dee Bass, 595 Madison Ave., HA. 1-4737.	DI LUCCA, INC.	1226 SECOND AVENUE (AT 64TH & 65TH STS.)
Wednesday Sept. 23 11:00 A.M.	RESORT AND HOLIDAY COLLECTION Holiday and Resort collection, designed by Philippe Tournaye. By reservation. Contact: LO. 4-3600.	REMBRANDT, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Sept. 23 11:30 A.M.	OPENING: RESORT AND HOLIDAY COLLECTION Showing at 11:30. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	STEPHAN, LTD.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 23 12:00 Noon	HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection, designed by Don Breitinger. Also showing Sept. 30. By appointment. Contact: LA. 4-0237.	HAROLD LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 23 12:15 P.M. Luncheon	LUNCHEON: "THE IMAGE OF WOMEN IN BUSINESS" Speaker: Mr. Walter Johnson, Pres.--Pritchard, Wood, Inc. Prices: \$7.00, members; \$8.00, guests. Contact: Irene Douglas, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX.AVE.)	HOTEL PIERRE BALLROOM
Wednesday Sept. 23 12:30 P.M. Luncheon	"DAWN TO DUSK" LEATHER FASHIONS Informal showing of fashions by Leathermode. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations, contact: CI. 6-9171.	LEATHERMODE (1410 BROADWAY)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Sept. 23 1:15 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showings Sept. 23 and 29, and Oct. 1 at 1:15 P.M. By reservation. Contact: Larry Farragut or Miss Vivian, LO. 5-2727.	GOTHE (DAVID E.GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 23 1:15 P.M.	RESORT AND HOLIDAY DRESS COLLECTION Sylvia Kaplan's Resort and Holiday dresses and ensembles. By invitation. Also, Monday, Sept. 28 at 9:45 A.M. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 23 2:30 P.M.	SHOWING OF ADVANCE SPRING COLLECTION Showings Sept. 23 and 29 at 2:30 P.M. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Sept. 23 3:00 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Collection designed by Emil de John. Contact: Peter Kallish, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Sept. 23 4:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Press preview of Fall-Winter couture fur fashions by Reiss & Fabrizio. By invitation. (For Release, Mon., Sept. 28.) Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7874.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
Beginning Wednesday Sept. 23	OPENING: HOLIDAY- CRUISE COLLECTION Daily showings of Holiday-Cruise collection, designed by Kasper. By appointment. Contact: Miss Phyllis, LW. 4-9000.	JOAN LESLIE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Sept. 24 9:00 A.M. Coffee	OPENING: RESORT AND CRUISE COLLECTION Resort and Cruise "wardrobe collection," designed by Nilo. By invitation. Continuous thereafter, by appointment. Contact: Dodie May, 244-3927.	DIANA THOMAS, LTD. (FORMERLY NILO, LTD.)	512 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday Sept. 24 10:30 A.M.	RESORT & EARLY SPRING COLLECTION Showing at 10:30 A.M., Thurs., Sept. 24; thereafter Sept. 30, Oct. 2, and Oct. 6. By appointment. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 24 11:30 A.M.	HOLIDAY AND RESORT COLLECTION Showings of Holiday and Resort collection, designed by Dorothy Farbo; also Sept. 30 at 11:30 A.M. By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 24 12:00 Noon	OPENING OF RESORT COLLECTION Showing Sept. 24 and 29 at 12:00 Noon. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Sept. 24 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW Alexander's will present a luncheon showing of import fashions, originals and adaptations. Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 24 1:00 P.M.	SPECIAL SHOW: SPORTSWEAR, SEPARATES ONLY Special showings of Resort sportswear and separates, designed by Dorothy Cox. Contact: CH. 4-6350. Publicity: Rosemary Sheehan, MU. 5-1280.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Thursday Sept. 24 1:00 P.M.	HOLIDAY & RESORT JUNIOR FASHIONS Showings Sept. 24 and 29 at 1:00 P.M. Contact: Ellen Roselle, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Sept. 24 2:30 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Fur fashions, designed by S. Breslin Baker, for John F. Morris. By invitation. Thereafter by appointment. Contact: Henry Dormann, EL. 5-0400.	JOHN F. MORRIS & CO. (224 WEST 30TH ST.)	HOTEL DELMONICO BALLROOM
Thursday Sept. 24 4:00 P.M.	RESORT AND HOLIDAY COLLECTION Malcolm Starr will present his Resort and Holiday collection, designed by Elinor Simmons and Mr. Arno, Sept. 24, 29, and Oct. 1 at 4:00 P.M. By appointment. Contact: Marion Auley, IA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Sept. 24 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Twenty-second annual award, this year to Jacques Tiffneau and Geoffrey Beene. Also, special awards to Sylvia Pedlar, Iris Lingerie; and David Webb, jewelry designer. Fashion show at 9:00 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Sept. 25	BONWIT TELLER RELEASE--Fashions by Rafael Herrera, Madrid, (No Preview)		
Friday Sept. 25 12:00 Noon	OPENING OF HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection. By invitation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Sept. 25 2:30 P.M.	OPENING OF RESORT COLLECTION Maurice Rentner's Resort collection, designed by Bill Blass. Showings Sept. 25 and Sept. 29 at 2:30. (Press show, Tues., Sept. 29 at 11:00 A.M.) Contact: Eleanor Stoner, IA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Friday Sept. 25 2:30 P.M.	SPECIAL GIVENCHY AFTER-FIVE FASHIONS Preview of after-five dress collection, designed by Givenchy and made by Adele Simpson exclusively for Bloomingdale's. By invitation. (For Release, Mon., Sept. 28.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7203.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Sept. 26 2:00 P.M.	IMPORT FASHIONS AT WORLD'S FAIR Showings at 2:00, 5:00, and 8:00 P.M. Publ.: Rene Hall, OX.5-4500, Ext.285.	ALEXANDER'S	N.Y. STATE PAVILION WING OF FASHION
Sept. 28	REISS & FABRIZIO RELEASE--Fall-Winter furs. (Preview, Sept. 23--See Pg.6)		
Sept. 28	BLOOMINGDALE'S RELEASE DATE--Givenchy Fashions. (Preview Sept. 25--See Pg.7)		
Sept. 28	ALTMAN RELEASE DATE--Lotus Land, 1965. (No Press Show)		
Monday Sept. 28 9:00 A.M.- 5:30 P.M.	INTERNATIONAL WORLD- WIDE FASHIONS Showing of designs by: Donald Davis, Dublin; Dhindsa, India; Fontana, Rome; Guillherme, Brazil; Elizabeth James, Cork; T.W. Murphy Import collection; Design Thai, Thailand; Darrylin Zanuck, Mexico. (Refreshments) <u>Luncheon at 12:30 P.M.</u> For buyers, retail store executives and press. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	EIGHT DESIGNERS	SAVOY-PLAZA HOTEL THE COLUMNS
Monday Sept. 28 9:30 A.M.	PREVIEW: VALENTINO OF ROME FASHIONS Press preview of special collection by Valentino, exclusive with Bloomingdale's. By invitation. (For Release, Thurs., Oct. 1 -- Note New Date.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7203.	BLOOMINGDALE'S	DOWNSTAIRS STORE
Monday Sept. 28 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., Sept. 29.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Sept. 28 11:30 A.M.	CUSTOMER SHOWING: RAFAEL HERRERA FASHIONS Open to public. Publicity: Connie Cowen, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Monday Sept. 28 12:30 P.M. Luncheon	PRESS PREVIEW: SPRING SHOE TRENDS IN "CORFAM" Spring colors and design trends in women's and men's footwear of "Corfam" poromeric. Luncheon at 12:30; presentation concludes at 2:00. By invitation. (For Release, Tues., Sept. 29.) Contact: Clara Knoll, 971-4432.	THE DU FONT COMPANY	GALLERY OF MODERN ART 2 COLUMBUS CIRCLE
Monday Sept. 28 3:00 P.M. Cocktails	PRESS PREVIEW: IMPORT FAIR Store-wide presentation of Import Fair. By invitation. (For Release, Wed., Sept. 30.) Publicity: Eileen Goldburg, TR. 5-7200.	ABRAHAM & STRAUS	6TH FLOOR
Monday Sept. 28 3:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: JEWELRY AND COUTURE FASHIONS Comtesse Cissy Zoltowska, designer and owner of Cis-Paris, will preview her Paris midseason "Haute Bijoux" and Boutique Couture collections to the press at an open house. By invitation. Thereafter by appointment. Contact: Fox Consultants, 211 East 51st St., HA. 1-1774.	CIS-PARIS	ST. REGIS HOTEL PRIVATE SUITE
Monday Sept. 28 4:00 P.M. Cocktails	SHOWING: HOLIDAY AND RESORT COLLECTION Holiday and Resort collection, designed by Eric Lund. By invitation. Showings by appointment at new showroom, 530 Seventh Avenue, 29th Floor. Contact: Mr. Raul Rodriguez, 947-4526.	ERIC LUND FOR DEZON, INC.	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 28	CAPSULE SHOWING OF RESORT COLLECTION Showing of Resort fashions, designed by David Kidd for Arthur Jablow. By appointment. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Sept. 28	OPENING OF RESORT COLLECTION Resort collection of boutique separates, casual suits, cashmere coordinates, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Sept. 28	OPENING OF RESORT COLLECTION Showing of Resort collection. By appointment. Contact: CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Sept. 29 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions for the press. Showing at 10:00 A.M. By invitation. (For Release, Wed., Sept. 30.) Publicity: Vera Bacall, PL. 3-8421. Contact: Mrs. S.K. Steffan, CI. 7-1388.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Sept. 29 10:00 A.M.	RESORT AND HOLIDAY COLLECTION Showings Sept. 29, 30, Oct. 1 at 10:00 A.M. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Sept. 29	PRESS SHOWING OF MAURICE RENTNER'S RESORT COLLECTION AT 11:00 A.M. (See Pg.7)		
Tuesday Sept. 29 12:00 Noon	RESORT AND HOLIDAY COLLECTION Also Sept. 30 and Oct. 1 at 12:00 Noon. By appointment. Contact: LW. 4-0454.	GEOFFREY BEENE LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Sept. 29 12:00 Noon Luncheon	RESORT-INTO-SUMMER SWIMSUIT COLLECTION Darlene will preview their new swimsuit collection. Showing at 12:30 P.M. By invitation. Publicity: Jeanne Sessions, BR. 9-9400.	DARLENE KNITWEAR (1407 BROADWAY)	SAVOY PLAZA HOTEL GOLD ROOM
Tuesday Sept. 29 12:00 Noon	OPENING: RESORT AND HOLIDAY COLLECTION Talmack's Resort and Holiday collection, designed by Dominic, Sept. 29 and Oct. 1 at 12:00 Noon. By reservation. Contact: Mr. A. Englander, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Sept. 29 1:00 P.M.	RESORT AND HOLIDAY COLLECTION Showing of Resort and Holiday collection. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 29 2:30 P.M.	OPENING OF RESORT COLLECTION Designed by Peggy Thayer. Also showing Sept. 30, Oct. 6, 8, 9, 14 at 2:30 P.M. Contact: Kay Farmer, OX. 5-4812.	THE HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Sept. 29 2:30 P.M.	OPENING: RESORT- HOLIDAY COLLECTION One formal showing only. By reservation. Thereafter, by appointment. Contact: Agatha Phillips, LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 29 2:30 P.M.	CUSTOMER SHOWING: FUR COLLECTION Open to public. Publicity: Connie Cowen, EL. 5-6800.	BONWIT TELLER	2ND FLOOR FUR SALON
Tuesday Sept. 29 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF "BOOPEE-DOOP EYES" Press preview of new false lashes and '30s-inspired "Boopee-Doop" eyes, created by British makeup experts, David and Eric Aylott. By invitation. Contact: Jeanne Sakol, LT. 1-2050.	EYLURE OF LONDON	SHEPHEARD'S (DRAKE HOTEL) PARK AVE. AT 56TH ST.
Beginning Tuesday Sept. 29	OPENING: RESORT AND HOLIDAY COLLECTION Continuous showings of Resort and Holiday collection, designed by Shannon Rodgers for Jerry Silverman. Contact: Jean Dionne, CH.4-7522 or CH.4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Sept. 30	ABRAHAM & STRAUS RELEASE--Import Fair. (Preview, Sept. 28--See Pg.8)		
Wednesday Sept. 30 9:00 A.M. Breakfast	RESORT AND HOLIDAY COLLECTION Boutique sportswear for Resort and Holiday, designed by Melba Hobson. Also, a group of jewelled and embroidered separates and dresses for William Fox. By invitation. Thereafter continuous at showroom, 488 Seventh Avenue, Room 901. Contact: OX. 5-4855.	MEIBA HOBSON & WILLIAM FOX	500 CLUB 500 SEVENTH AVENUE
Wednesday Sept. 30 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION Showings on Sept. 30, Oct. 6, 13 at 10:30 A.M. By reservation. Contact: Carolyn Carpenter, LA. 4-2577.	DAVID M. GOODSTEIN ASSOCIATES	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday Sept. 30 12:00 Noon	RESORT AND HOLIDAY COLLECTION Showing of Resort and Holiday collection, designed by Gerard Pipart, Paris, on Sept. 30 and Oct. 1 at 12:00 Noon. By reservation. Continuous thereafter by appointment. Contact: Marta Schreiber, CH. 4-2270.	MADEMOISELLE RICCI FOR MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Sept. 30 12:00 Noon	RESORT-HOLIDAY FASHIONS BY MOLLIE PARNIS Showing by reservation. Contact: Lou Scobell, BR. 9-5012.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Sept. 30 12:30 P.M. Luncheon	BOUTIQUE KNITS AT LUNCHEON SHOWING Informal showing of knits during luncheon. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations, contact: CI. 6-9171.	KETTY OF TURINO (CEZAR--4 E.53)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Sept. 30 1:00 P.M.	OPENING: RESORT AND CRUISE DRESS COLLECTION Resort and Cruise dresses, designed by Dorothy Cox, Sept. 30, Oct. 7, 14 at 1:00 P.M. Contact: CH. 4-6350. Publ.: Rosemary Sheehan, MU. 5-1280.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Oct. 1	BLOOMINGDALE RELEASE--Fashions by Valentino. (Preview Sept. 29--See Pg.8)		
Thursday Oct. 1 12:30 P.M. Luncheon	PRESS PREVIEW: FRENCH DESIGNERS' COLLECTION Collection exclusive with Saks Fifth Avenue: Roger Fare, Louis Feraud, Mme. Paulette, Mme. Sacha, Revillon, Roger Vivier. By invitation. (For Release, Mon., Oct. 5.) Publ.: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 1 2:30 P.M.	OPENING OF RESORT COLLECTION Showing Oct. 1 at 2:30 and Oct. 2 at 10:30. By reservation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Oct. 1 2:30 P.M. Cocktails	RESORT AND SPRING DRESS COLLECTION For press and resident buyers, by invitation. Beginning Monday, Oct. 5, daily at 10:30, except Friday. Publ.: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Oct. 1 4:00 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SPORTSWEAR Resort and Summer swimsuits, designed by Bill Blass and Roxanne. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7874.	ROXANNE SWIMSUITS CO.	FOUR SEASONS 99 EAST 52ND STREET
Beginning Friday Oct. 2	INFORMAL SHOWINGS OF FUR FASHIONS Fredrica will present informal showings of a special group of new fur designs, inspired by Arthur Schwartz and his travels abroad. By appointment. Contact: CH. 4-8685. Publ.: Pauline Greene, Charles J. Charney, TN.7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

*Showings at Beverly Wilshire Hotel, unless otherwise specified.

Sunday Oct. 4- Oct. 6	Oct. 4: 9:30 A.M. Mike Anthony. 1:30 P.M. Elis Porter. 2:30 P.M. Lee Herman. 4:30 P.M. Michael Novarese. 6:00 P.M. Helga, Beverly Hills Hotel. Oct. 5: 8:30 A.M. Stanley Nelson, Beverly Hills Hotel. 1:30 P.M. Travilla. 3:00 P.M. Helen Rose, Beverly Hills Hotel. Oct. 6: 8:30 A.M. Peggy Hunt. 10:00 A.M. Couture West. 6:00 P.M. Georgia Bullock, Residence. By Appt.: Adele of California; Charles Cooper; Wayne Fuller; Marusia; Michaelson, Inc.; M. Nadler; Oscar of Beverly Hills. Contact: Barbara Trister, 819 Santee Street, Los Angeles, California.
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Oct. 5	SAKS FIFTH AVENUE RELEASE--French fashions. (Preview Oct. 1--See Pg. 10)		
Monday Oct. 5 9:30 A.M.& 1:30 P.M.	SPRING COLLECTION IN CALIFORNIA Afternoon dresses, costumes, and after-five wear at 9:30 and 1:30 daily. By appointment. Contact: Dick Steiner, MA. 7-5461(L.A.).	WAYNE FULLER, INC.	122 E. 7TH STREET LOS ANGELES, CALIF.
Monday Oct. 5 10:00 A.M.	RESORT AND SPRING CALIFORNIA OPENING By invitation. Contact: Jose Fernandez, OL. 5-8926(L.A.).	WERLE (626 N. ROBERTSON BLVD.)	BEVERLY HILLS HOTEL PERSIAN ROOM
Monday October 5 3:00 P.M. Cocktails	PRESS SHOWING: FALL AND WINTER COIFFURES Intercoiffure will present Monsieur Maurice Franck, Paris coiffeur, and the "grand coiffeurs of the U.S.A." By invitation. Contact: John Bernard, TE. 8-0459. Tickets: Mr. Richard, EL. 5-4477.	INTERCOIFFURE	HOTEL PIERRE BALLROOM
Monday Oct. 5 5:00 P.M.- 8:00 P.M.	SPECIAL PARTY FOR TWO DESIGNERS The House of Revlon will honor Princess Irene Galitzine and Filippo Ulpiani of Rome. By invitation. Publicity: Lorein Eyerly, CI. 5-3300.	HOUSE OF REVOLN	698 FIFTH AVENUE 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 5 6:00 P.M.	RESORT & SPRING SHOWING IN CALIFORNIA	BUD KILPATRICK	2139 STONER AVENUE WEST LOS ANGELES, CAL.
	Bud Kilpatrick will present his Resort and Spring collection in his California showroom to buyers and press. By invitation. Contact: Eph Feinberg, Area Code 213, BR. 2-1178(L.A.).		
Beginning Monday Oct. 5- Oct. 9	OPENING: SWIMWEAR AND SPORTSWEAR COLLECTIONS	CATALINA	NEW YORK HILTON HOTEL PRESIDENTIAL SUITE
	Showing of 1965 Spring-Summer swimwear and sportswear collections. By appointment. Contact: Selma King, PE. 6-2855.		
Tuesday Oct. 6 9:30 A.M.- 5:00 P.M.	EXECUTIVE SEMINAR: "THE STRETCH REVOLUTION"	McCALL CORPORATION	HOTEL ASTOR GRAND BALLROOM
	McCall Corporation will present the first seminar for key retail and manufacturing executives on every aspect of stretch fabrics, including a new color film, speeches, fashion show, and an open forum. Tickets: \$30. Contact: Director, Executive Stretch Seminar, McCall, 230 Park Ave. Publicity: Maybelle F. Hall, OX. 7-3680.		
Tuesday Oct. 6 10:00 A.M.	TRAVEL COLLECTION OF COATS AND SUITS	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Showings Oct. 6, 8, 13, 15 at 10:00 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7285.		
Tuesday Oct. 6 2:30 P.M.- 4:30 P.M. Cocktails	DIAMONDS-INTERNATIONAL AWARDS EXHIBITION	N.W. AYER & SON, INC.	NATIONAL ARTS CLUB 15 GRAMERCY PARK
	Exhibition of award-winning jewelry designs by 26 jewelers, representing 8 countries. For the press by invitation. (Public exhibition, Oct. 7, 8, 9 from 11:00 A.M. to 4:00 P.M.) Presentation of awards, Oct. 6 at 12:30 P.M. (luncheon), Savoy-Plaza Hotel, for trade only, by invitation. Publicity: Mildred Kosick, PL. 7-5700.		
Tuesday Oct. 6 4:00 P.M. Cocktails	PREVIEW: RESORT AND CRUISE COLLECTION	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
	Preview of Resort and Cruise collection. By invitation. Continuous thereafter at showroom. Contact: OX. 5-4270.		
Tuesday Oct. 6 5:00 P.M.- 7:00 P.M.	RECEPTION AT NEW PERFUME SALON	PARFUMS REVILLON	730 FIFTH AVENUE SALON - 9TH FLOOR
	Reception for the press at Revillon's new perfume salon. Guest of Honor: Mme. Revillon. By invitation. Publicity: Bill Paige, JU. 2-7430.		
Wednesday Oct. 7 9:00 A.M. And 12:00 Noon	FABRICS EXHIBIT AND SPORTS CLOTHES SHOWING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
	Speakers: Irving Cohen, J.P. Stevens; Olga Dmytriw, Associated Dry Goods Corp. Chairmen-- <u>Fabrics</u> : Virginia Williams, Carlisle Shoe Co.; Ruth Sublette, The Wool Bureau. <u>Sportswear</u> : Nonnie Moore, "Mademoiselle"; Barbara Slifka, "Harper's Bazaar." Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. (Spring fabrics exhibit, 8:30 A.M. to 10:30 A.M.; 2:30 to 4:00; admission \$2.00 for those not holding luncheon tickets.) Contact: CI. 7-3940.		
Wednesday Oct. 7 9:00 A.M.	SPRING GLOVES: FOR FASHION COORDINATORS	VAN RAALE GLOVES	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation. Contact: Terry Mayer, MU. 9-4200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 7 5:00 P.M.- 7:00 P.M. Cocktails	NEW BRAS DESIGNED BY RUDI GERNREICH Exquisite Form will introduce a new line of bras, designed by Rudi Gernreich (special guest). By invitation. Contact: Irwin H. Roseman, MU. 9-7520. Publicity: Eve Siegel Associates, MU. 8-4598.	EXQUISITE FORM (14 PELHAM PARKWAY)	HOTEL DELMONICO DELMONICO ROOM
Thursday Oct. 8 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION Thereafter Oct. 12, 14, and 19 at 11:00 A.M. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday October 8 4:00 P.M. Cocktails	PREVIEW: RESORT- SUMMER SWIMWEAR Polynesian party and show, featuring trend-setting swimwear in Du Pont fibers by American designers and manufacturers. Show at 5:00 P.M. For retail store executives, buyers, and press. By invitation only. Contact: Trade--Gloria Jean Betts, 971-4224; Press--Margot Acheson, 971-4568.	THE DU PONT COMPANY	HAWAII KAI 1638 B'WAY (50TH ST.)
Beginning Tuesday Oct. 13	OPENING: RESORT-EARLY SPRING COLLECTION Informal daily showings of separates, coordinates, dresses, sportswear, designed by Ruthanne Tuttle. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Wednesday Oct. 14 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Showing of Fall-Winter collection, designed by Oscar de la Renta for Elizabeth Arden. For benefit of American Women's Voluntary Services. By invitation. Publicity: McGeehan & O'Connor, PL. 9-8150.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Thursday Oct. 15 4:30 P.M.- 6:30 P.M.	PRESS PARTY: WOMEN'S AND JUNIOR DIVISIONS Informal showing of collections by Jantzen's Women's and Junior Divisions. (Cocktails) By invitation. Contact: Shirley Shannon, OX. 7-0811.	JANTZEN	PARK LANE HOTEL CAFE LOUNGE
Monday Oct. 19 5:00 P.M. Cocktails	PREVIEW: FALL-WINTER HAIRSTYLES Preview for press of Fall and Winter hairstyles by Monsieur Marc. By invitation. Contact: UN. 1-0700.	MONSIEUR MARC	22 EAST 65TH STREET SALON - 2ND FLOOR
Tuesday Oct. 20 3:45 P.M. Cocktails	PREVIEW OF CRUISE- RESORT COLLECTION Robert Sloan will present his Cruise-Resort collection, designed by Sylvia de Gay. For press, by invitation. Continuous thereafter in showroom, 498 Seventh Avenue. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	ST. REGIS HOTEL ROOF
Tuesday Oct. 20 5:00 P.M. Cocktails	PREVIEW: MEN'S AND BOYS' COLLECTIONS Preview of men's, boys', and students' collections. Show at 5:30 P.M. For the press, by invitation. Contact: Shirley Shannon, OX. 7-0811.	JANTZEN	TIME AND LIFE BLDG. 8TH FLOOR-AUDITORIUM
Wednesday Oct. 21 7:45 P.M.	MOVIE PREMIERE AND GALA SUPPER DANCE World Premiere of "My Fair Lady," followed by pink champagne supper dance. Guests of honor: Audrey Hepburn and Rex Harrison. Honorary chairmen: The Duchess of Windsor and Princess Grace of Monaco. Co-chmn.: Mrs. Winston F.C. Guest, Mrs. William S. Paley, Mrs. Herbert Scheftel. Tickets: \$150.00. Contact: 270 Park Ave., Suite 1685, MO. 1-2320.	WILL ROGERS HOSPITAL; MEMORIAL RESEARCH LAB.	CRITERION THEATRE & HOTEL AMERICANA

CALENDAR FOR 1965